

From Meal Prep to Movement: How Munch Now Is Building the UK's Home of the Athlete



London, United Kingdom Jun 26, 2026 (IssueWire.com) - Munch Now, a London-based fitness food and athlete platform, is redefining what it means to support athletes by creating what it calls “The Home of the Athlete,” a growing ecosystem that brings together performance nutrition, athletes, creators, fitness brands, and community under one platform.

Over the past six months, Munch Now has rapidly established itself within London’s fitness community, launching into gyms, supporting fitness events, building athlete partnerships, and launching its mobile app, creating new opportunities for engagement between athletes, fitness enthusiasts, and brands.

Unlike traditional meal delivery businesses, Munch Now’s vision extends beyond food. The platform is designed to become a central hub where athletes can access performance-focused nutrition, connect with like-minded individuals, collaborate with creators, and engage with brands that share their commitment to health, fitness, and performance.

“Our goal has never been to build just another meal prep company,” said [Joshante Amihyia](#), Founder & CEO of Munch Now. ***“We’re building the Home of the Athlete a place where nutrition, performance, community, and opportunity come together. Athletes need more than meals; they need an ecosystem that supports their journey both on and off the field.”***

Joining Amihyia is **Lesley Agbasonu**, Co-Founder & Head of Operations, whose background in hospitality and restaurant operations is helping shape Munch Now’s operational growth and customer experience.

The launch of the Munch Now mobile app marks another milestone in the company’s mission to create a seamless experience for its growing community. Combined with its expanding network of gym partners, athletes, creators, and fitness brands, the platform is positioning itself as a key player in the evolving fitness and wellness industry.

As Munch Now continues to grow, the company remains focused on empowering athletes at every level while strengthening the connections between nutrition, fitness, content creation, and community engagement.

Munch Now is led by:

Joshante Amihyia – Founder & CEO

Lesley Agbasonu – Co-Founder & Head of Operations

Ready to fuel your performance and become part of the Home of the Athlete?

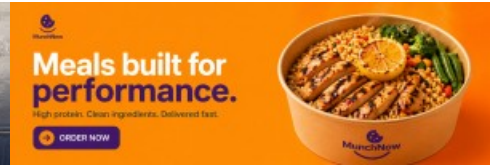
Discover more about Munch Now and take your fitness journey to the next level. Whether your goal is to **Bulk, Maintain, or Cut**, Munch Now offers performance-focused meal plans designed to support every stage of your training and lifestyle.

Visit: www.munch-now.com

Download the [Munch Now](#) App

Follow [@munchnow_uk](#) on Instagram for the latest athlete partnerships, fitness events, nutrition insights, and community updates.

Join the growing ecosystem where athletes, creators, fitness brands, and performance nutrition come together to achieve more.



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